

Claims

1. System for establishing a connection between a contact requester and a communications centre comprising:
 - a message receiver for accepting a message and a contact number;
 - a parser for parsing the message and identifying one or more identifiers in the message, including a destination identifier;
 - a connector which uses the destination identifier and the contact number to establish a connection between a requested one of a plurality of communications centres and the contact requester.
2. The system according to claim 1, further comprising:
a look-up table having a list of communications centres and a correlated list of destination identifiers,
whereby the connector uses the look-up table to establish the requested one of the plurality of communications centres from the destination identifier.
3. The system according to one of claims 1 or 2, further comprising:
a request queuer for queuing in a queue attempts to establish the connection between the contact requester and the requested ones of the plurality of communications centres.
4. The system according to one or more of the above claims,
wherein the connector first establishes a communications centre connection between the connector and the requested one of the plurality of communications centres and subsequently establishes a contact requester connection between the connector and the contact requester, thereby establishing the connection between the requested one of the plurality of communications centres and the contact requester.
5. The system according to any one of the above claims, wherein the connector establishes a telephone connection between the contact requester and a staff member at the requested one of the plurality of communications centres.

6. The system according to any one of the above claims, wherein the connector passes to the requested one of the plurality of communications centres at least one of the one or more identifiers.
7. The system according to any one of the above claims, wherein the connector passes to the requested one of the plurality of communications centres at least the contact number.
8. The system according to any one of the above claims, wherein the message is in either a text format, an audio format, a video format or an image format.
9. The system according to any of the above claims, further including at least one timer for timing the length of time required to establish the communications centre connection.
10. The system according to any one of claims 3 to 10, wherein the request queuer places the request at the bottom of the queue if the contact requester connection cannot be established.
11. The system according to any one of the above claims further including a list of staff members at the plurality of communications centres to whom requests may currently be sent.
12. A communications centre for use in the system of claims 1 to 11, the communications centre comprising:
 - a plurality of work stations for use by staff members;
 - a connection acceptor for accepting a communications centre connection and for passing the request to one of the plurality of work stations.
13. The communications centre of claim 12, further comprising a customer relationship manager accessible by the staff members.
14. The communications centre of claim 13, wherein the connection acceptor further receives the contact number of the contact requester and accesses data in the customer

relationship manager by means of the contact number.

15. The communications centre of one of claims 12 to 14, further including an on-line indicator to indicate which ones of the plurality of work stations are in use.
16. The communications centre of one of claims 12 to 14, further including an IVR system to enable the staff member to indicate that the work station is in use.
17. A method of requesting the establishment of a connection between a contact requester and a communications centre comprising:
 - a step of sending to a central unit a message and a contact number, the message having one or more identifiers, including a destination identifier, the destination identifier establishing the identity of one of the plurality of communications centres;
 - a step of parsing the message at the central unit to determine the destination identifier;
 - a step of establishing the connection between the contact requester and requested one of the plurality of communications centres.
18. The method according to claim 17, further including the step of passing the contact numbers to the requested one of the plurality of communications centres.
19. The method according to one of claims 17 or 18, further including the step of passing further ones of the one or more identifiers to the requested one of the plurality of communications centres.
20. The method according to any one of claims 17 to 19, further comprising the step of rescheduling the time for establishing a connection in the event that the connection is not established within a first time frame.
21. The method according to any one of claims 16 to 19, further comprising the step of cancelling a request for connection if the connection is not established within a second time frame.

22. Communications Device for sending a message to the system of one of claims 1 to 11 comprising:
- a display device for displaying a graphical user interface;
 - a first memory for storing a plurality of icons for display on said graphical user interface; and
 - a second memory for storing a plurality of destination numbers associated with one or more the plurality of icons.
23. The communications device of claim 22 further comprising:
- a third memory for storing a plurality of reference numbers associated with one or more of the plurality of destination numbers.
24. The communications device of one of claims 22 or 23 further comprising a update receiver for receiving at least one of the plurality of icons, the plurality of destination numbers and/or the plurality of reference numbers.
25. The communications device of one of claims 22 to 24 further comprising selection means for selecting one of the plurality of icons and thereby sending to the system a message.
26. The communications device of one of claims 22 to 25, wherein the second memory stores at least one single destination number for establishing contact with the plurality of communications centres.
27. The communications device of one of claims 22 to 25, wherein the second memory stores at least a stored subscriber number allowing establishment contact with a subscriber through the system.